

The Brown Dry Goods Co.

105-107 W. OKLAHOMA AVE. GUTHRIE, OKLA. SUCCESSORS TO THE FAIR DEPT. STORE.
GUTHRIE'S STRICTLY ONE PRICE STORE

What to Wear and Why.

We herewith publish an article by Mme Savarie, That Guthrie women may know better what to wear and why

It is to be a season of elaborate picture dressing for indoor wear, and of smart simplicity for the street.

Directoire styles are the keynote of present fashions. These are adapted from fashions worn in Paris about 1785.

The chief feature of Directoire gowns is closely swathed draperies with a high waistline. The hue and cry about sheath skirts, open on the sides and worn without petticoats, need not disturb anyone. The few of these exaggerations which have been seen in public, have not been worn by ladies.

The modified Directoire styles are genuinely charming. But trailing skirts are essential to their success. This limits their correct use to drawing-room and carriage toilets.

For walking, travelling and general utility wear, two-piece tailored suits are worn by well dressed women. Their style consists in high-grade materials, correct lines, and perfection of tailoring.

Suit coats are semi-fitting, 30 to 36 inches long, according to the height of the wearer. Suit skirts are plaited or in ripple folds. The length is 3 to 4 inches off the floor to suit the taste and figure of the wearer. Plaited skirts are preferred with the longer coats, as their lines conform better to those of the coats.

Line is the new fashion shibboleth. Suits, cloaks and dresses today must be designed, cut and made by style experts who study the lines of all figures, and produce models that are harmonious throughout, and becoming.

In all Europe, there are no ready-to-wear garments in Wooltex quality and styles at Wooltex prices. American women are to be congratulated.

The vogue for separate cloaks increases. Three types of models are seen. The newest coat, the Beaucroix, has the Directoire tendency, short waisted in the back, often open at the sides. American women do not like extreme garments, and will welcome the well-designed modification of this type.

For general usefulness, the half-fitting Belmore coats are meeting with much success, while the looser fitting Marchioness coat maintains its popularity for those desiring elegance and comfort as well as protection of the gown underneath.

The coats worn by the best dressed children are simple in design, attractive in coloring and perfectly tailored.

Capes have sprung into style prominence. They are not only much used for evening wraps, but discriminating women of perfect taste in

dressing, are also wearing them over elegant afternoon gowns. Many of the most successful capes are simple in cut, relying upon artistic decoration for their beautiful effect.

In suitings and cloakings, plaid and striped wool fabrics prevail. The high novelty for dinner, ball and reception dresses is very soft finished satin.

All colors will be worn. Blues and browns are most prominent in walking suits. Black is to be more worn for both day and evening than for several seasons. Few all white toilets will be worn. Greens are in favor, also grays. There are handsome reds and lovely wistaria shades. In general, colors for the street will be dark.

Corsets are being made much longer below the waistline, reaching far down over the hips. They are higher in the bust. Small hips are desired.

Petticoats are made of soft finished goods. "Rustle" and "swish" are out of style. Petticoats are made narrower, the flare begins lower down, and they are fitted without fullness at the waistline and over the hips.

Collars are curved high just back of the ears. Ruches finish necks of all new gowns. Some are 3 inches wide. New shirt-waists have full length sleeves ending in frills that fall over the hands, below the long coat sleeves.

Big picture hats will be worn with picture gowns. With walking suits, hats will not extend far from the head, but will be large in the crown. Some new crowns are high as well as large. Many new turbans are shown. These sit low on the head and are large in crown and brim. Most hats will contrast in color with the gown.

The fashion rule in gloves is that they shall not be spots against the toilet as a whole. They should harmonize with the gown, or match the hat or some other part of the toilet.

White gloves are worn only with toilets that have much white in them. Delicate biscuit shades and pale gray are best with most afternoon toilets. Suede is most worn for afternoon and evening, and glaze for afternoon and street wear.

The length of gloves depends on the dress sleeve. They should reach sleeves in day dresses, when these are shorter than the gown. For dancing gowns with short sleeves, gloves are worn that expose an inch or two of the arm.

MME SAVARIE



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Millinery

A magnificent display of showing some new cretful, distinctive, ele- Styles that command see them, and with hat is characteristic of forming a combination ve.

that is so becomingly elegant at its individual of our new Wooltex monizes nicely or have sh you may dress, and ost.

Wooltex Garments

No American woman has better right than Mme. Anna Gould, formerly Countess de Castellane, to pass critical judgment on the style value of any garment.

To the intuitive gift of observation that is her American heritage has been added the experience of many years' residence in Paris—the World's capital of fashion in women's dress.

The judgment of Mrs. Timothy L. Woodruff, one of America's best dressed women, is of equal value.

Miss Ethel Barrymore, Miss Fritz Scheff, Miss Olga Nethersole, Miss Virginia Harned, Miss Margaret Ellington, Miss Lulu Glaser, belong to a profession which demands that its representative women shall be true leaders of fashion.

Below you may read the commendatory comments made by these unquestioned authorities concerning "WOOLTEX" garments.

"I think Wooltex styles are exceedingly nice."—Anna Gould.

"Wooltex styles are perfectly splendid."—Ethel Barrymore.

"I think Wooltex styles are very, very good."—Fritz Scheff.

"I think Wooltex styles are excellent."—Virginia Harned Sothron.

"Wooltex styles are very attractive."—Mrs. Timothy L. Woodruff.

"Wooltex styles are delightful."—Margaret Ellington Frohman.

"Every one should like Wooltex styles."—Lulu Glaser.

Don't Fail to See the Window Display of Wooltex Garments and Millinery

Wooltex Styles



Are highly endorsed by America's foremost fashion leaders. Read the comments by Anna Gould, Fritz Scheff and others who are absolute authority on styles.

The cuts displayed in this ad give only a very brief idea of the real style and beauty of these high class suits and coats.

You should come in and see them, try them on, price them and see how reasonably low they are priced. You can dress well at a nominal cost.

Childrens and Infants' wear

We have not neglected the children and little ones in supplying their needs in this new department. A very complete line of Coats, Caps, Fur's and complete sets to match, and all kinds of Ready Made Dresses.

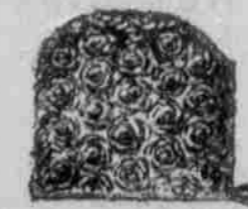
If you don't find in this ad, what you want come in anyway—we have it.

No. 3810

Bear Skin Caps

In different styles and shapes, White, Brown, Red and Navy. Special at

39c



No. 3853

Curled Chinchilla

In White, Brown, Red and Navy and Alice Blue. Specially priced at

59c



Children's Coats

Comfort, good style and service are assured by each one of these children's coats. The material is wear resisting. The tailoring is excellent.

No. 4905 Bear Skin Coats in as or 21 colors and all sizes. Special values at \$3.48

No. 4944 Bear Skin Coats in monotone stripes or Russian pony effect, in Blue, Brown and Red. Large sizes. Special prices at \$8.75

No. 4902 Bear Skin Child's Set, comprising of coat, cap, muff and leggins, priced at \$6.75



No. 4757 Child's Velvet Coats, monotone stripes in Brown, Alice Blue and Red, priced at \$4.75

No. 4852 Bequine Kersey cloth Coats, in Tan, Brown and Blue, priced at \$5.00

No. 4954 The original "Bear" Coat in Natural Color, a shade of brown, at \$5.08

No. 4939 Astrachan Coats in Black and White mixed, all sizes, priced at \$5.00

No. 4811 Child's Red Serge Coat, trimmed in Soutache braid, priced at \$2.98



brought to the city. All the latest styles.

See Our Big Window Display

Of fine furs and Wooltex garments, and notice how charmingly they look together

Isabella Fox, flat, broad scarf \$13.75

Jap Mink Muff, five heads and tails; Scarf three heads and tails. Set \$37.50

Jap Mink, newest style Directoire Muff and Scarf; Muff seven heads and tails and Scarf four complete furs. The set for \$50.00



Children's Dresses.

Fancy plaid worsted cloth dresses in full weight, in all sizes and colors, Red Brown and Blue, \$1.98

Neat style dresses made of percale in new border effect, all dark grounds with ribbon trim, all sizes, \$2.35

New style dress made of heavy Galatea cloth, new stripe effect, in medium and dark colors, button trimmed; very desirable for school wear; absolutely fast colors, \$3.25

Many other styles ranging in price from \$1.25 up to \$3.98



s Most ways be beauti- sized and Muff. \$7.50 flat scarf. \$16.50 Muff, flat \$18.50